

## ABSTRACT OF THE DISCLOSURE

A color and a tone of an image object included in an image are changed to a color and a tone desired by a user. A storage means stores reference image data representing reference images of different colors and tones, and the user selects a target image having a desired color and tone from among the reference images displayed on a monitor. Image data of an image including an image of an object is input to the image processing means and displayed on the monitor. The user views the image displayed on the monitor and specifies an area including an image of an object whose color-tone is to be changed to the color-tone of the target image. The image processing means extracts a color area from the specified area and generates cumulative histograms of the target image and the color area as characteristic quantitative data representing the color and the tone thereof. Based on the cumulative histograms, the color and the tone of the specified area are changed to become the color and the tone of the target image, and processed image data whose color and tone have been changed is obtained.